

PDC

PORTLAND DEVELOPMENT COMMISSION

DATE: April 23, 2009

TO: Board of Commissioners

FROM: Bruce A. Warner, Executive Director

SUBJECT: Report Number 09-43
Appoint Ms. Marilyn Considine and Mr. Trevor Rowe to the North Macadam Urban Renewal Advisory Committee

EXECUTIVE SUMMARY

BOARD ACTION REQUESTED

Adopt Resolution No. 6692

ACTION SUMMARY

This action will authorize the following appointments:

- Ms. Marilyn Considine to the North Macadam Urban Renewal Advisory Committee as a Regular member representing the National College of Natural Medicine (“NCNM”) for a term ending beginning April 23, 2009 and ending on June 30, 2012. Ms. Considine is the Director of Public Relations and Communications for NCNM, which has been identified by PDC as a Community Partner organization in the North Macadam Urban Renewal Area. Ms. Considine has extensive professional experience in marketing and communications in a variety of industries, including technology, utilities, and health insurance.
- Mr. Trevor Rowe to the North Macadam Urban Renewal Advisory Committee as a Regular member representing Williams & Dame Development (“W&DD”) for a term beginning April 23, 2009 and ending on June 30, 2012. Mr. Rowe is the Vice President of Construction at W&DD, where he manages design and construction projects. He is also a member of the South Waterfront Workforce Training and Hiring Oversight Committee. Mr. Rowe has served as W&DD’s Alternate member on the North Macadam URAC since November 8, 2006. Due to the resignation of its Regular member representative, Sarah Bernhard, W&DD is requesting the appointment of Mr. Rowe as its Regular member representative.

PUBLIC BENEFIT

Meaningful public participation helps promote democracy and civic engagement, builds public trust in government and enhances the Commission’s credibility within the community.

Effective public participation can improve the quality and effectiveness of Board plans and decisions.

This action will support the following PDC goals:

- Sustainability and Social Equity
- Healthy Neighborhoods
- A Vibrant Central City
- Strong Economic Growth and Competitive Region
- Effective Stewardship over our Resources and Operations, and Employee Investment

PUBLIC PARTICIPATION AND FEEDBACK

The public is continually advised of the opportunity to serve on a URAC, and encouraged to apply for appointment.

COMPLIANCE WITH ADOPTED PLANS AND POLICIES

This action complies with the URAC Policy as revised by the Board of Commissioners on July 9, 2008 (Resolution No. 6614) that requires the Board to identify and appoint regular organization members to URACs that the Board has created.

This action complies with and helps implement the Public Participation Policy adopted by the Board on June 22, 2005 (Resolution No. 6266) which established that “public participation is required and will be an integral component of project schedules, budgets, and board decision-making processes for developing and implementing urban renewal area plans and implementing urban renewal projects.”

FINANCIAL IMPACT

There is no significant financial impact as a result of this action.

RISK ASSESSMENT

There are no significant legal, financial or operational risks resulting from this action.

WORK LOAD IMPACT

The major workload associated with the appointment of new URAC members is communicating the decisions to the URAC and providing new members with an orientation session and related material specific to their URACs. These activities are coordinated by Public Participation staff, and included in existing work plans.

ALTERNATIVE ACTIONS

Per Board established policy, there is no alternative process for making these appointments.

CONCURRENCE

In accordance with PDC’s URAC Policy, the NNCM through its President, Dr. David Schleich, has nominated Ms. Marilyn Considine to serve as its representative on the North Macadam URAC.

In accordance with PDC's URAC Policy, W&DD through its Chairman, Homer Williams, has nominated Mr. Trevor Rowe to serve as its Regular representative on the North Macadam URAC.

BACKGROUND

On September 14, 2005, the Board adopted Resolution No. 6293 which established a formal policy regarding the composition and operations of URACs. This policy was adopted in response to the Board's desire to ensure consistency in the procedures for creating and operating URACs and to emphasize the agency's commitment to public participation and involvement. This Policy was most recently revised by the Board on July 9, 2008 (Resolution No. 6614).

Pursuant to that Policy, the Board has established the following URACs:

1. Lents Town Center
2. Central Eastside
3. Interstate Corridor
4. Gateway Regional Center
5. Oregon Convention Center
6. North Macadam
7. River District

The Board retains sole authority to establish, recompose or disband a URAC. Among the elements under the discretion of the Board is the identification of URAC organization members and their representatives.

The National College of Natural Medicine ("NCNM") currently has one regular organization member seat and one alternate member seat on the North Macadam URAC. Since January 2009 the regular organization member seat has been empty due to the resignation of its former holder. On March 9, 2009, the NCNM President, Dr. David Schleich, nominated Ms. Marilyn Considine to fill its open regular organization member seat. Staff is requesting consideration of Ms. Considine's appointment based on the organization's nomination and the submission of his application for service on the North Macadam URAC.

Williams & Dame Development ("W&DD") currently has one regular at-large member seat and one alternate member seat on the North Macadam URAC. Since January 2009 the regular organization member seat has been empty due to the resignation of its former holder. On March 12, 2009, W&DD Chairman, Homer Williams, nominated Mr. Trevor Rowe, who previously held W&DD's alternate member seat, to fill its open regular at-large member seat. Staff is requesting consideration of Mr. Rowe's appointment based on the organization's nomination for service on the North Macadam URAC.